A3470-1C 4/88

The 1987 Bicycle Market in Review

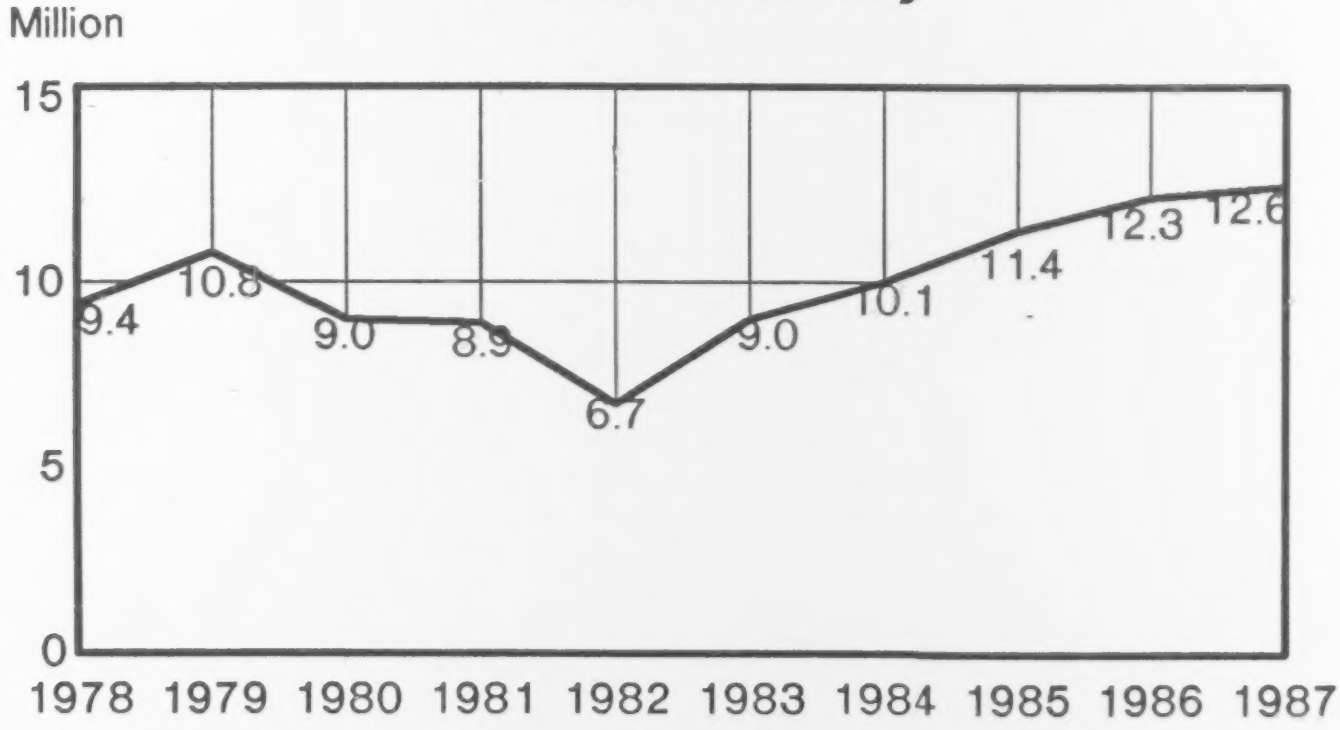
BMA

Total USA Bicycle Market
Imported Bicycles
Domestic Produced Bicycles
Summary

Total USA Bicycle Market

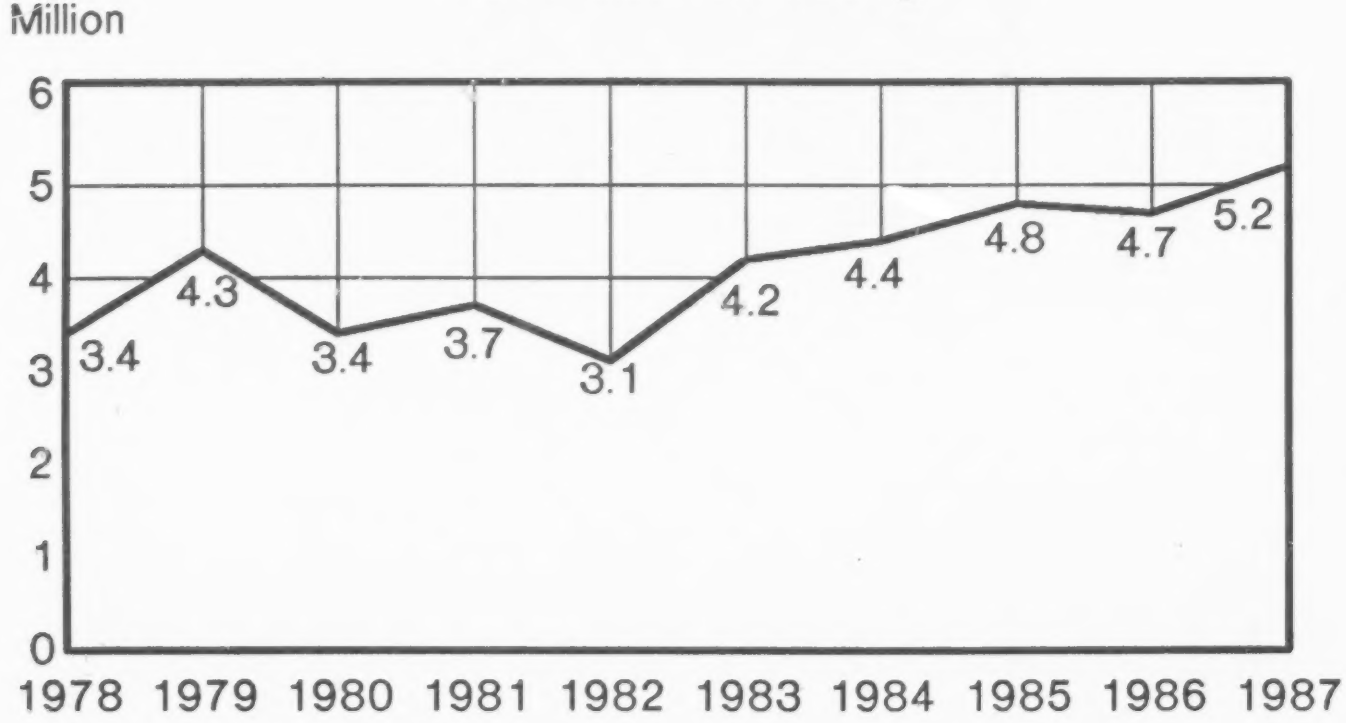
USA Bicycle Market

10 Year History

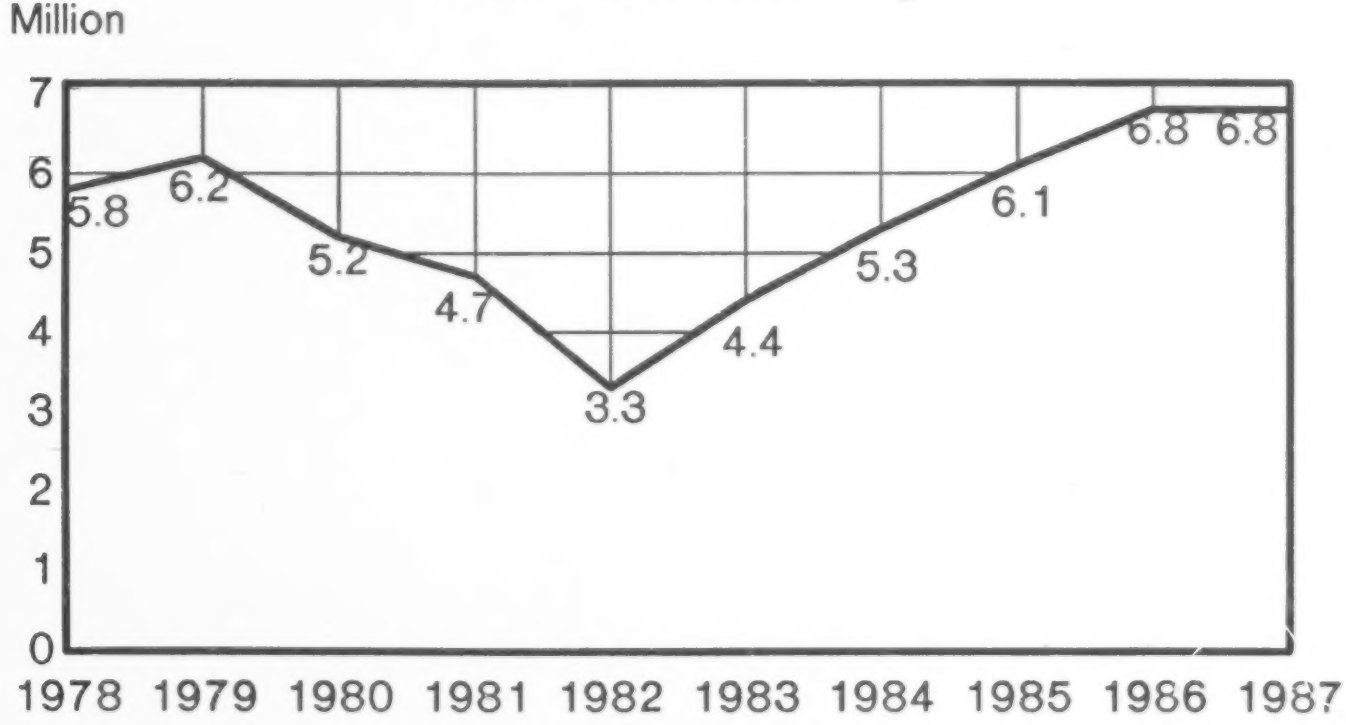


USA 20" Bicycle Market

10 Year History



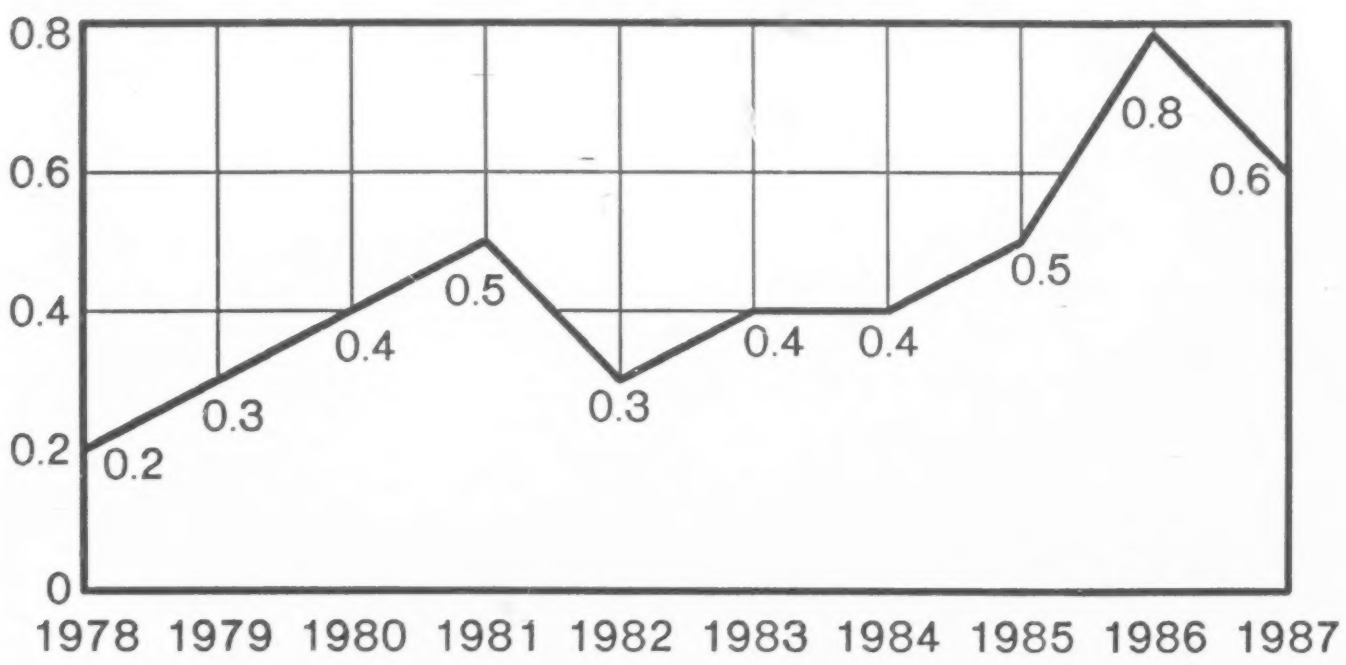
USA Lightweight Market
10 Year History



USA Other Bicycle Market

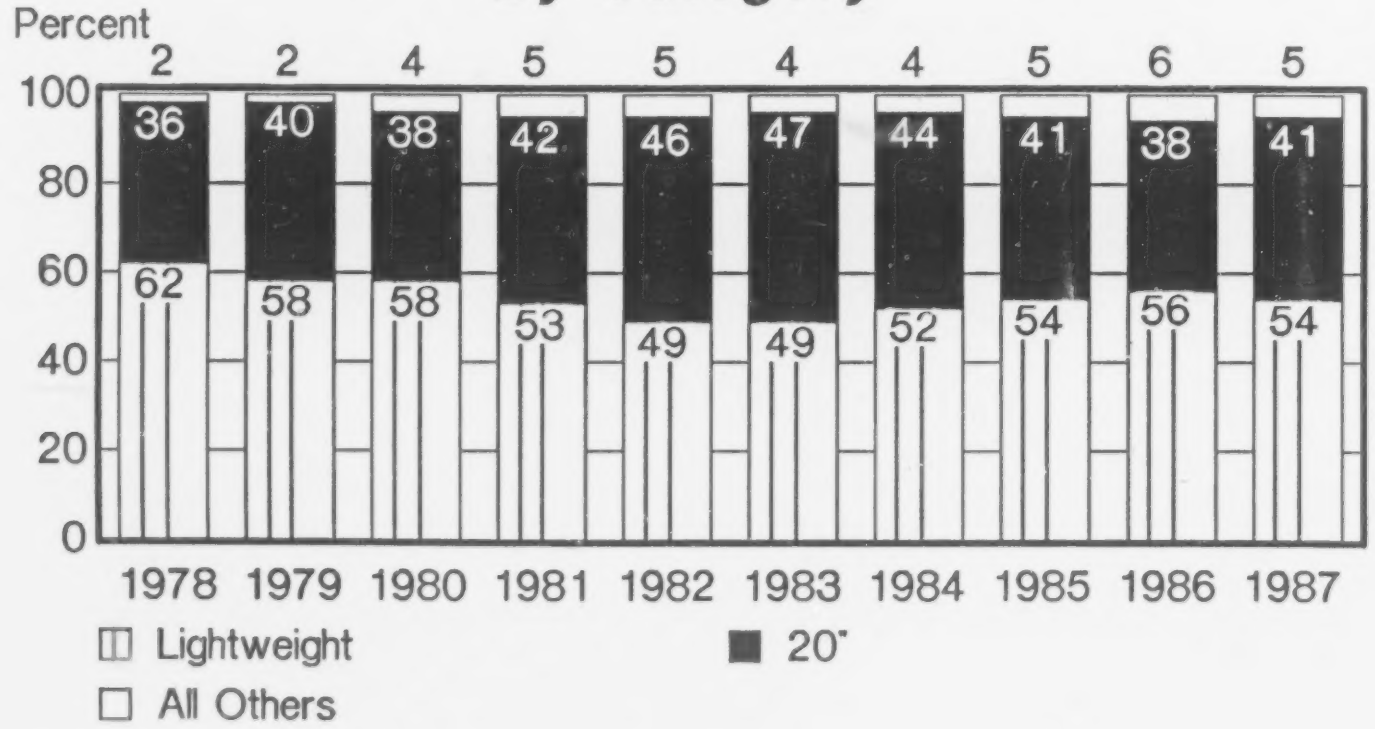
(Middleweights, Cruisers Convertibles)

10 Year History



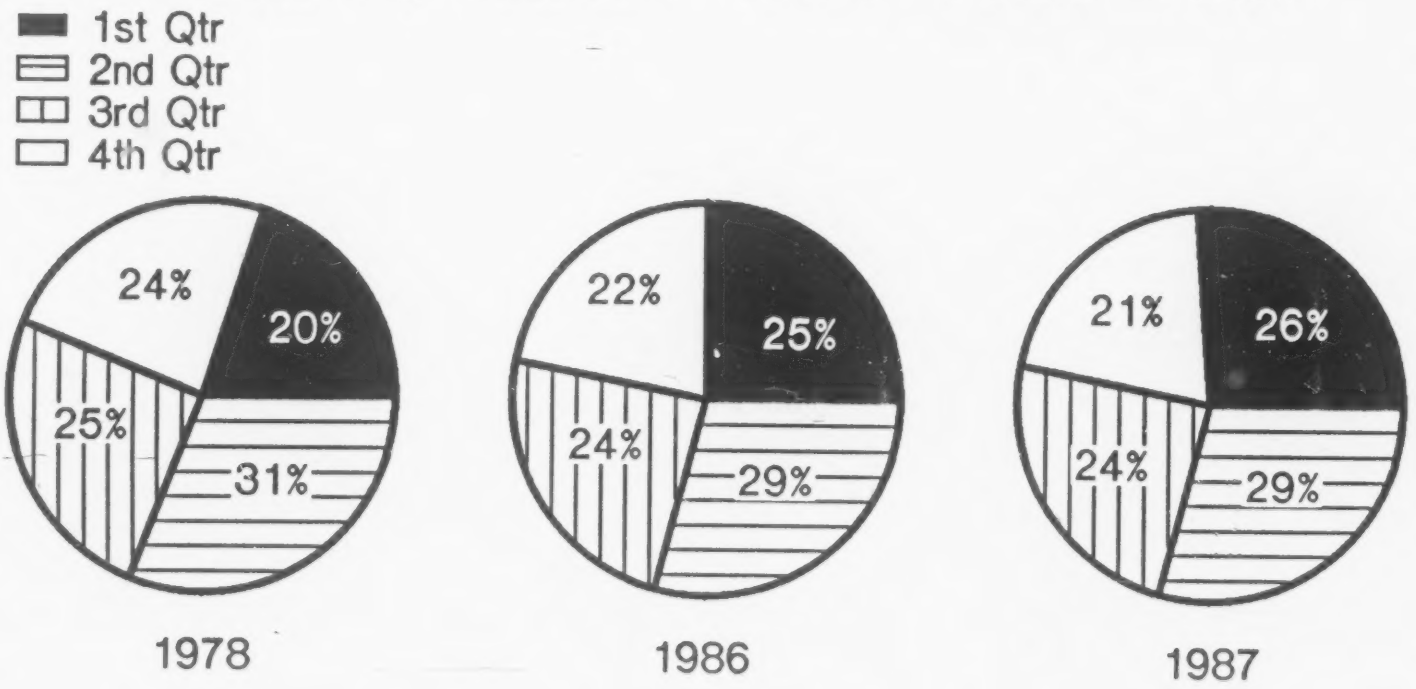
USA Bicycle Market

By Category



Bicycles Entering USA Market

Percent by Quarter 1978-1986-1987



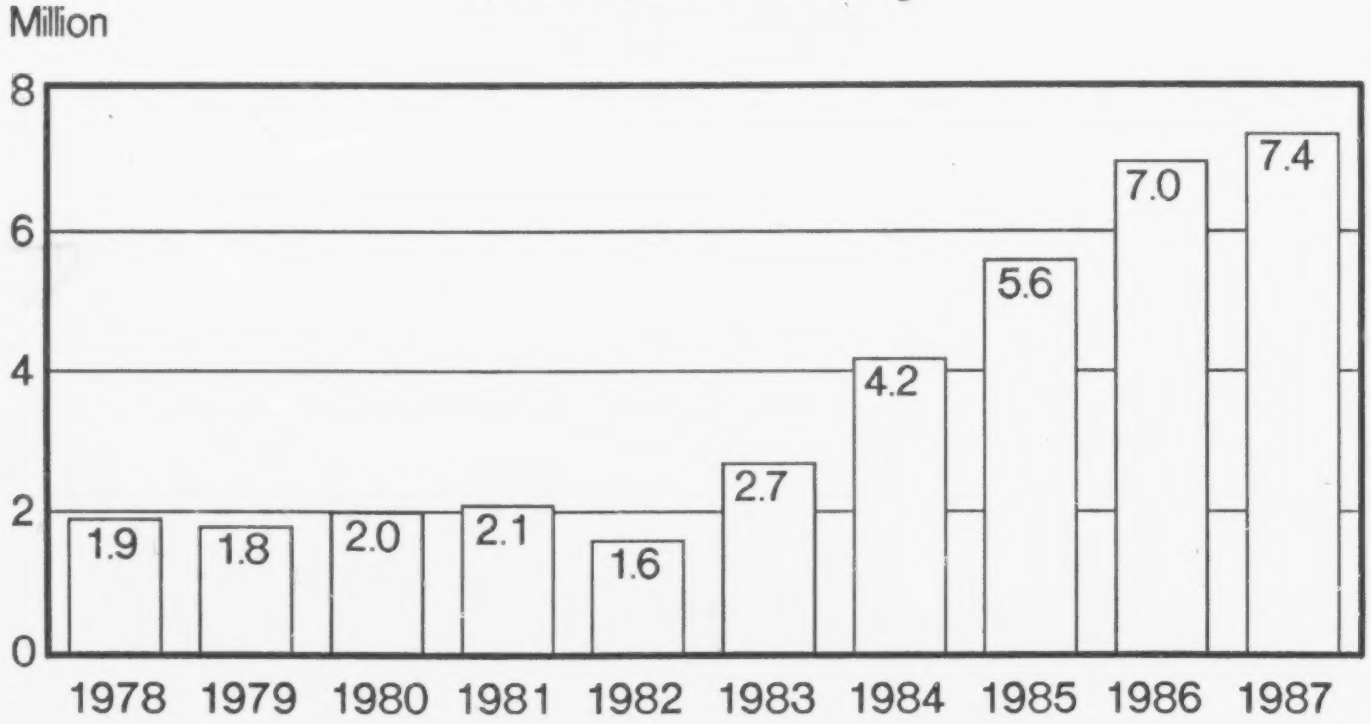
Percent Bicycles Entering USA Market

Month	1978 Month	1978 Qtr. Cum.	1986 Month	1986 Qtr. Cum.	1987 Month	1987 Qtr. Cum.
Jan	4.1%		5.9%		5.9%	
Feb	6.4		8.4		9.0	
Mar	9.1	19.6	10.4	24.7	10.6	25.5
Apr	10.7		10.9		10.8	
May	10.6		9.6		9.2	
Jun	10.0	50.9	8.7	53.9	8.8	54.3
Jul	7.5		8.5		9.1	
Aug	8.6		7.5		7.3	
Sep	9.1	76.1	8.0	77.9	8.3	79.0
Oct	9.9		8.1		8.8	
Nov	7.7		9.1		7.1	
Dec	6.3	100.0	4.9	100.0	5.1	100.0
Total	100%		100%		100%	

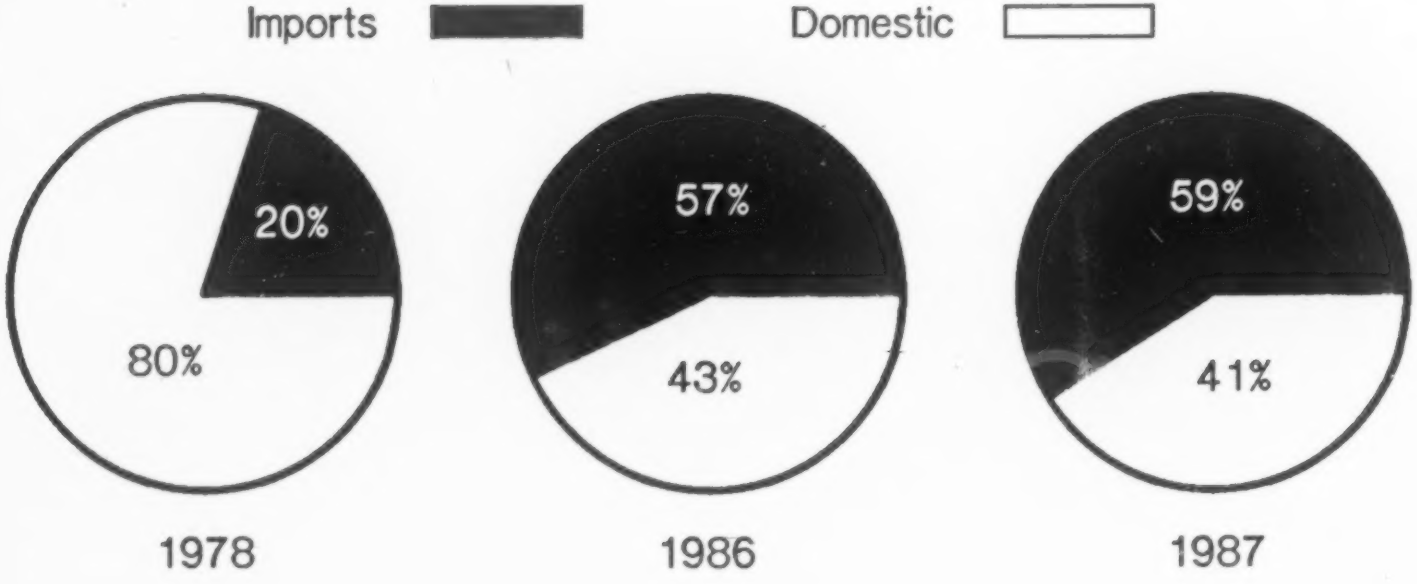
Imported Bicycles

Imported Bicycles

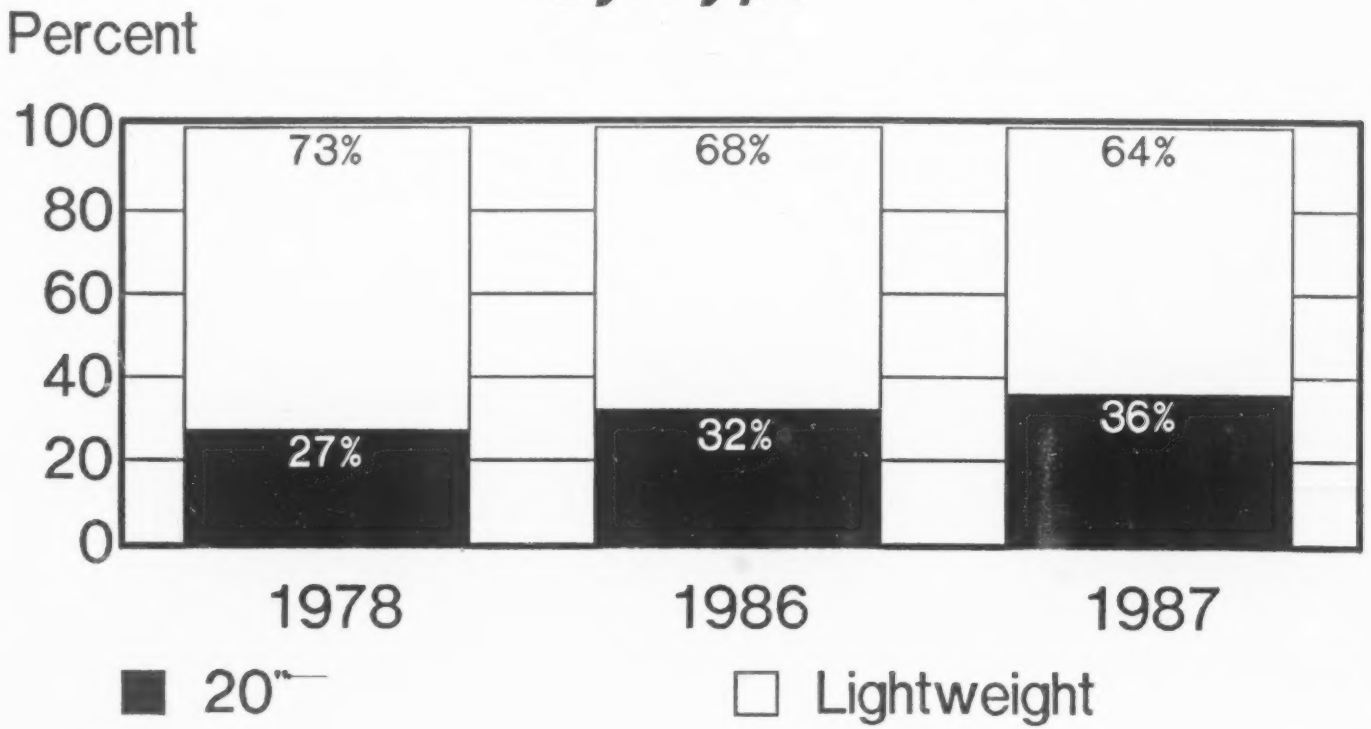
10 Year History



Imported Bicycles
% Share 1978-1986-1987



Imported Bicycles
By Type



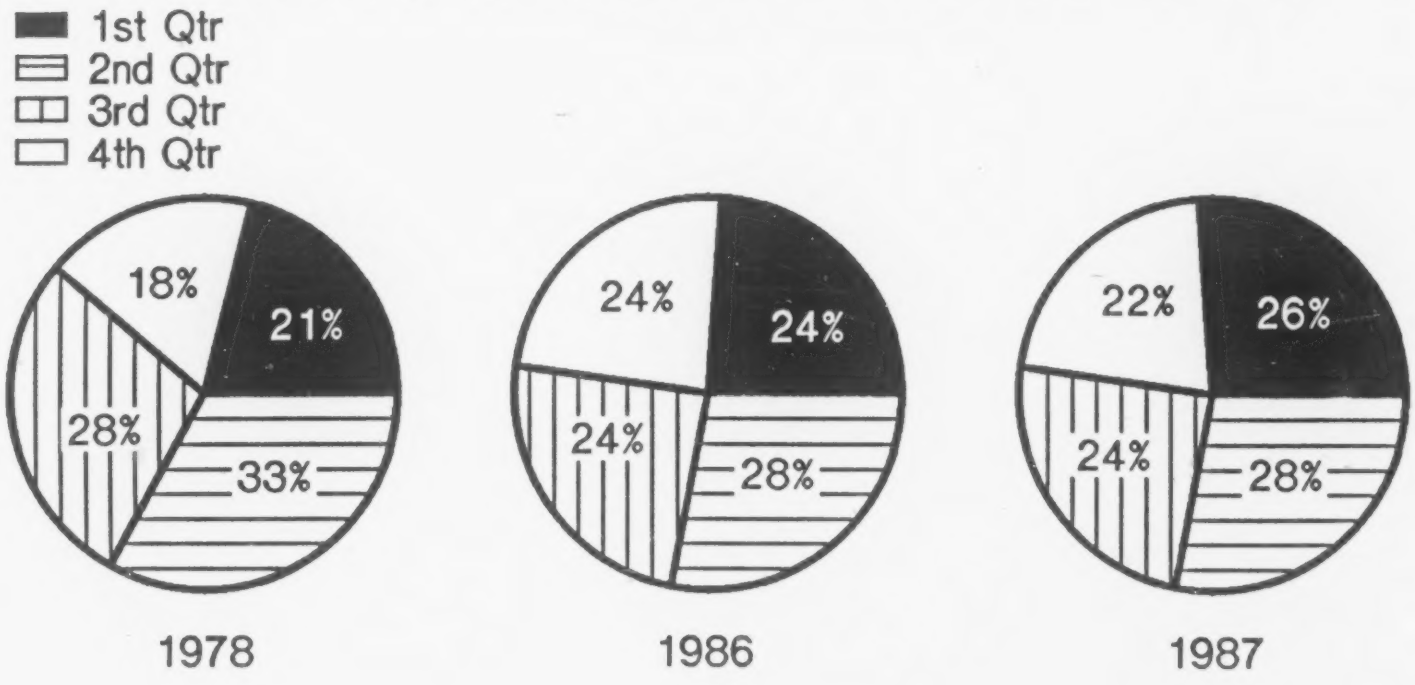
Imported Bicycles

Percent by Country of Origin

Country of Origin	1978	1986	1987
Taiwan	41.6	83.4	76.2
Japan	25.4	7.5	4.3
Korea	10.5	7.6	17.0
France	6.4	.7	.6
All Others	16.1	.8	1.9
Total	100%	100%	100%

Imported Bicycles

Percent by Quarter 1978-1986-1987



Imported Bicycles

1986-1987 Monthly Comparison (000)

Year	1986	1987	%Chg
Jan	432	500	16
Feb	515*	697	35
Mar	699	747	7
Apr	693	728	5
May	652	683	5
Jun	642	670	4
Jul	639	645	1
Aug	487	496	2
Sep	584	598	2
Oct	453*	588	30
Nov	788	584	(26)
Dec	424	421	(1)
Total	7008	7357	5%

*Represents Months Domestic Shipments Exceeded Imports

Average Dollar Value Per Unit of 20" Bicycle Imports*

Country	Unit Price	1982	1983	1984	1985	1986	1987
	High	59.87	60.30	55.81	44.64	44.30	63.04
Taiwan	Average	51.88	51.69	46.25	41.52	42.15	51.82
	Low	46.09	49.04	38.57	38.18	39.75	44.57
	High	138.34	115.11	138.33	112.16	173.51	283.75
Japan	Average	94.46	104.82	105.07	95.60	118.86	82.98
	Low	62.32	87.14	59.94	85.31	66.07	38.59
	High	72.02	51.43	60.78	55.00	44.62	47.69
Korea	Average	51.17	35.99	45.43	43.42	40.23	42.95
	Low	40.00	9.87	35.49	39.22	36.99	38.14
	High	62.51	65.50	62.22	45.16	45.89	56.59
Total	Average	54.21	50.82	47.56	42.78	43.05	50.71
	Low	48.18	32.57	40.01	39.53	40.65	44.68

*Estimated Customs Value FOB Foreign Port

Average Dollar Value Per Unit of Lightweight Bicycle Imports*

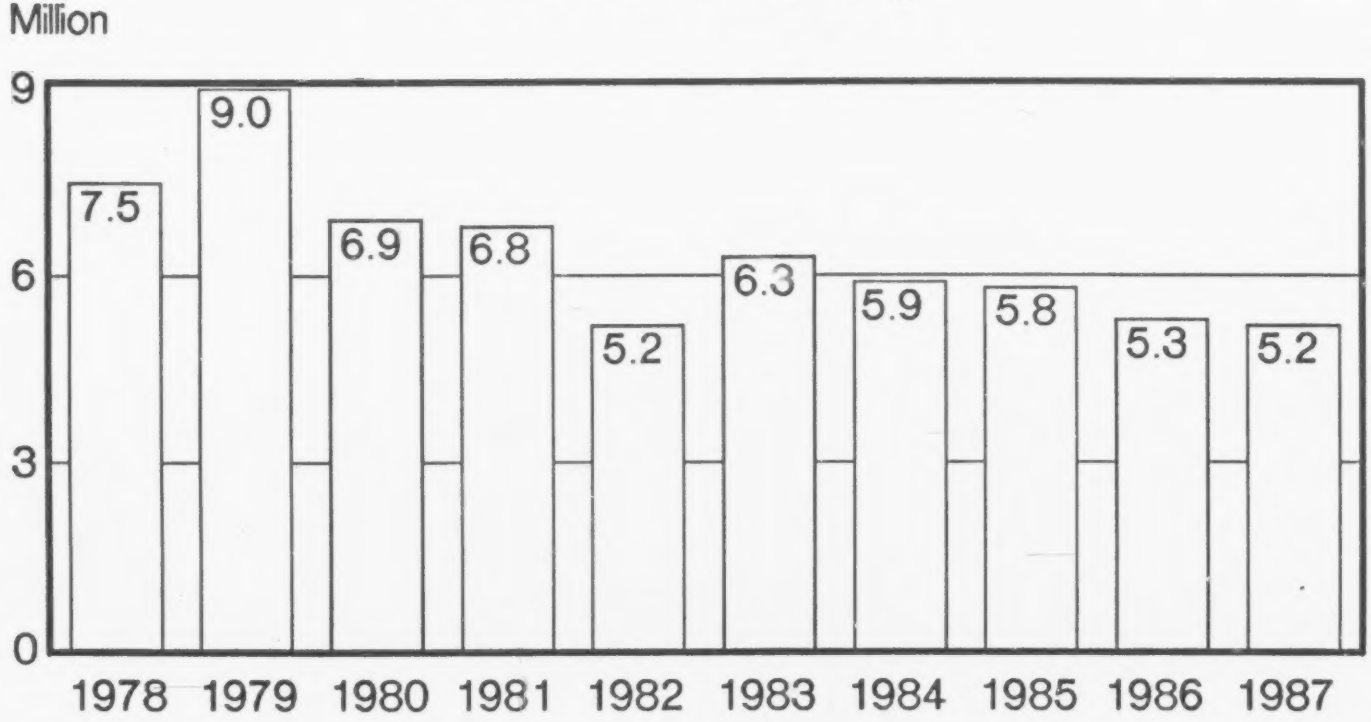
Country	Unit Price	1982	1983	1984	1985	1986	1987
Taiwan	High	76.90	66.06	65.71	60.67	69.96	101.13
	Average	65.77	59.82	58.91	55.37	56.90	79.23
	Low	54.29	53.99	40.96	50.31	39.21	45.64
Japan	High	137.72	123.77	141.15	124.15	191.96	215.05
	Average	117.73	114.84	124.50	109.88	143.76	167.11
	Low	89.14	97.73	96.83	62.38	66.11	73.48
Korea	High	81.73	56.65	80.56	60.82	51.39	50.23
	Average	58.39	54.47	56.11	50.74	45.47	44.48
	Low	36.19	48.86	40.09	44.43	39.02	38.93
Total	High	106.43	87.00	84.91	77.34	75.31	97.72
	Average	87.72	78.23	75.22	67.46	67.11	79.28
	Low	69.75	66.42	46.62	52.16	40.33	48.12

*Estimated Customs Value FOB Foreign Port

Domestic Produced Bicycles

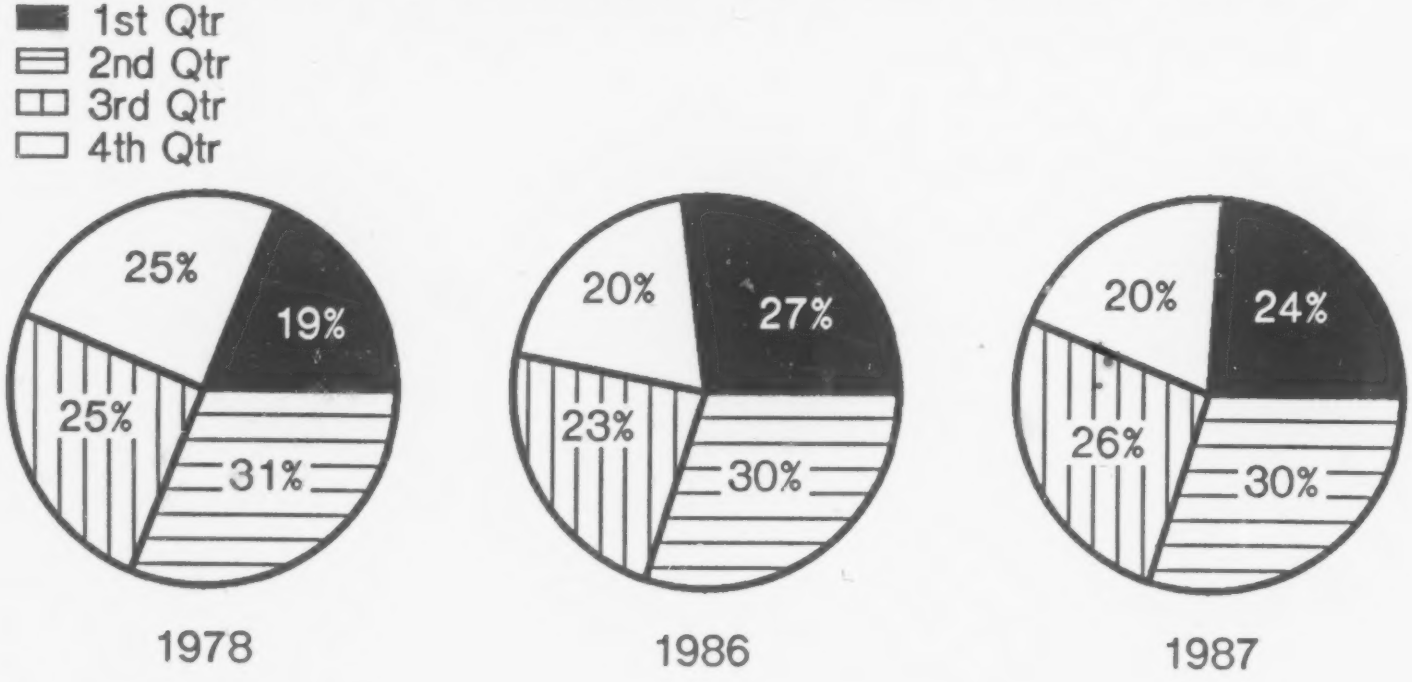
Domestic Bicycle Shipments

10 Year History



Domestic Bicycle Shipments

Percent by Quarter 1978-1986-1987

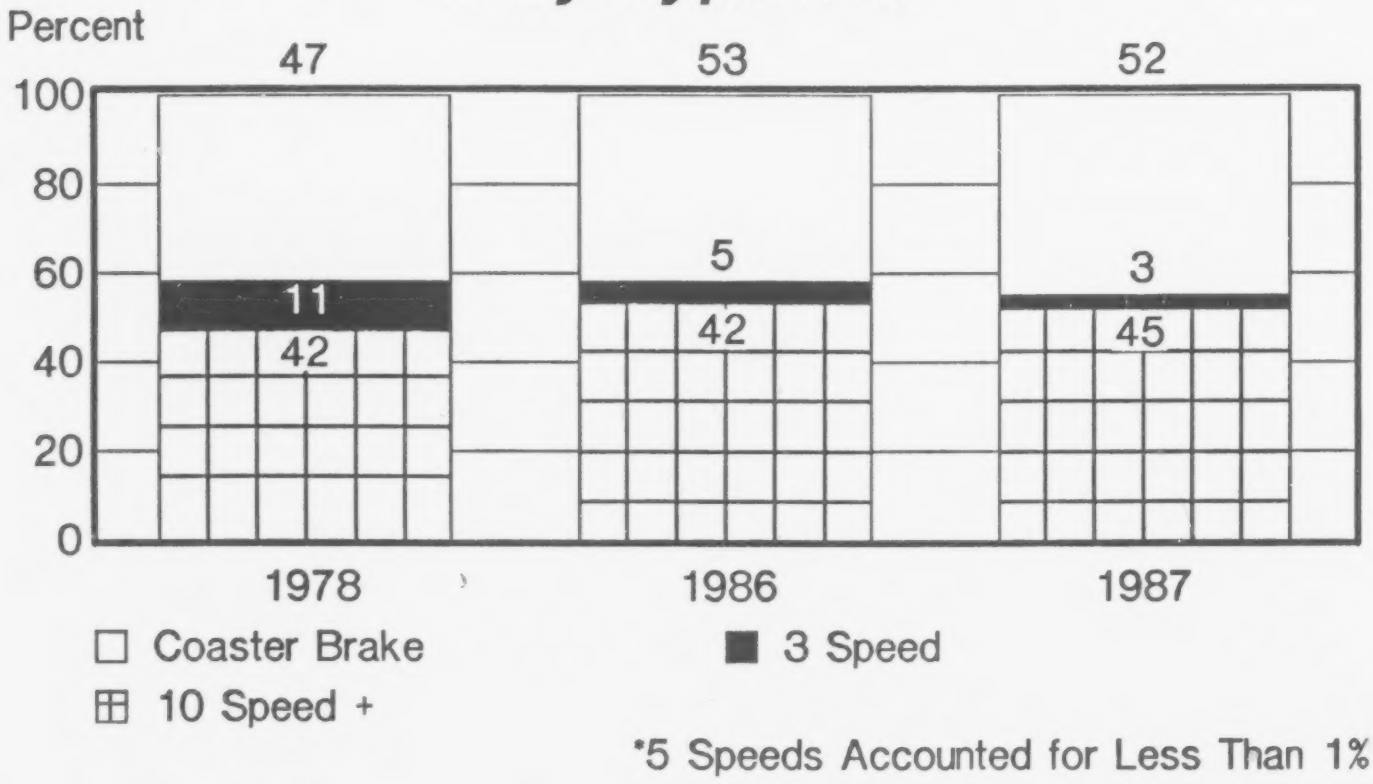


Domestic Bicycle Shipments

% Boy's and Girl's Models

Domestic Bicycle Shipments

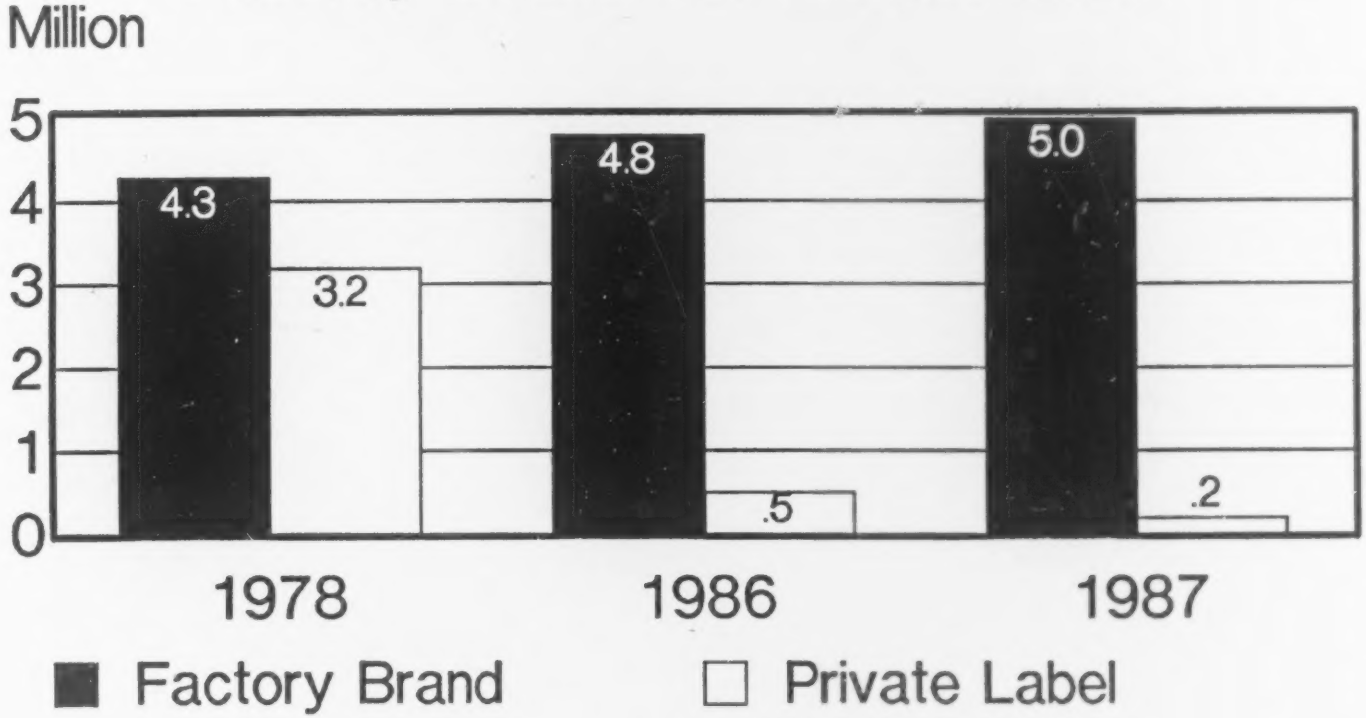
% By Type Hub



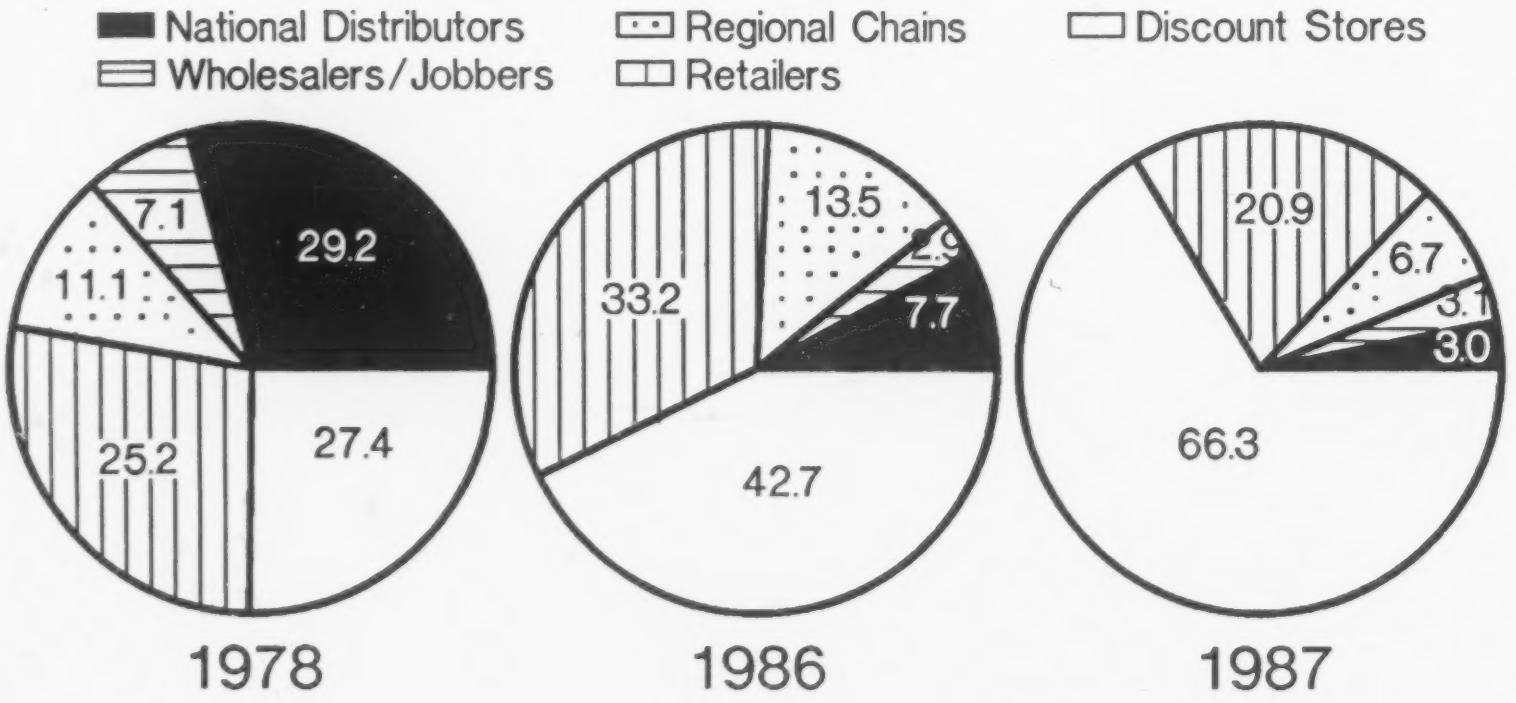
*5 Speeds Accounted for Less Than 1%

Domestic Bicycle Shipments

Factory Brand vs. Private Label



Where Domestic Manufacturers Sell Their Bicycles



Summary Highlights

- 12,568,000 Bicycles Entered USA Market During 1987. Best in Last 10 Years – Best Since 1974.
- Domestic Shipments Were 5,211,000 – Lowest in Last 10 Years Except 1982.
- Imports of 7,357,000 Broke the all Time Record of 7,008,000 Bicycles Imported in 1986.
- Imports Represented 59% of the USA Market in 1987 Compared to 57% in 1986 and 20% 10 Years Ago.
- Imports Exceeded Domestic Shipments 22 of the Last 24 Months.
- 3 Out of 4 Imported Bicycles Originated in Taiwan.
- During 1987 Korean Imports Increased 134% at the Expense of Both Taiwan and Japan.

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